



JUNE 2009 U.S. SENATE POLL

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Washington, D.C. from June 24 through June 26, 2009. A total of 625 registered voters were interviewed statewide by telephone. All stated they vote regularly in state elections.

Those interviewed were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized and quotas were assigned to reflect voter turn-out by county.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if all voters were surveyed. The margin for error is higher for any subgroup, such as a gender or party grouping.

This survey also includes an over-sampling of 300 likely Democratic primary voters and 300 likely Republican primary voters. Only the questions relative to the primary election races were asked of these additional voters, and not questions concerning the general election. The margin for error for each of these primary voter sub-samples is plus or minus 6%.

STATEWIDE NAME RECOGNITION

QUESTION: I am going to read a list of potential candidates for statewide office in Florida in the 2010 election.

Do you recognize the name _____?

(IF YES) Do you have a favorable, unfavorable or neutral opinion of _____?

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
SENATE				
Charlie Crist	49%	21%	27%	3%
Marco Rubio	18%	11%	24%	47%
Kendrick Meek	11%	5%	22%	62%
Corrine Brown	4%	15%	20%	61%

***** 300 LIKELY DEMOCRATIC PRIMARY VOTERS *****

STATEWIDE NAME RECOGNITION

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Kendrick Meek	22%	1%	25%	52%
Corrine Brown	9%	10%	28%	53%

QUESTION: If the 2010 Democratic primary for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Corrine Brown and Kendrick Meek?

MEEK	27%
BROWN	12%
UNDECIDED	61%

***** 300 LIKELY REPUBLICAN PRIMARY VOTERS *****

STATEWIDE NAME RECOGNITION

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Charlie Crist	49%	22%	29%	-
Marco Rubio	24%	5%	23%	48%

QUESTION: If the 2010 Republican primary for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Charlie Crist and Marco Rubio?

	<u>ALL</u>	<u>GOP VOTERS WHO RECOGNIZE BOTH</u>
CRIST	51%	33%
RUBIO	23%	31%
UNDECIDED	26%	36%

***** ALL VOTERS *****

QUESTION: If the 2010 election for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Kendrick Meek, the Democrat, and Charlie Crist, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
CRIST	48%	50%	46%	28%	72%	47%
MEEK	26%	24%	28%	42%	9%	23%
UNDECIDED	26%	26%	26%	30%	19%	30%

QUESTION: If the 2010 election for Florida's U.S. Senate seat were held today, for whom would you vote if the candidates were Corrine Brown, the Democrat, and Charlie Crist, the Republican?

	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u>DEM</u>	<u>REP</u>	<u>IND</u>
CRIST	55%	59%	51%	34%	78%	56%
BROWN	24%	22%	26%	44%	6%	15%
UNDECIDED	21%	19%	23%	22%	16%	29%

DEMOGRAPHICS :

PARTY REGISTRATION:

Democrat	272 (44%)
Republican	239 (38%)
Independent or Other	114 (18%)

AGE:	18-34	101 (16%)
	35-49	154 (25%)
	50-64	159 (25%)
	65+	205 (33%)
	Refused	6 (1%)

RACE/ETHNICITY:

White/Caucasian	459 (73%)
Black/African American	79 (13%)
Hispanic or Cuban	74 (12%)
Other/Refused	13 (2%)

SEX:	Male	305 (49%)
	Female	320 (51%)

REGION:	North Florida	120 (19%)
	Central Florida	130 (21%)
	Tampa Bay	115 (18%)
	Southwest Florida	70 (11%)
	Southeast Florida	190 (30%)